

## Radio Oriono – Case Study

### MTV Staying Alive Campaign

In the framework of UN Joint HIV Advocacy project on HIV, in 2006 UNAIDS Tajikistan initiated a half-year mass media campaign including newsletters, TV, and radio.

One of the biggest challenges to AIDS in Tajikistan is that general population, specially the young people, don't pay attention to HIV problems and even ignore them. They feel that they are not concerned and that it is only the problem of marginalized groups.

This campaign therefore aimed to increase the awareness of the general population on HIV, and to promote healthy life styles as well as safe sexual behaviors.

One of the most active and enthusiastic actors involved in the campaign was a local Radio, Radio ORIONO.

With technical support from the UNAIDS office, the radio developed a series of 8 spots on thematic subjects such as:

- Testing for HIV and promotion of VCT
- HIV prevention- safe sex behavior
- Drug addiction and HIV
- The ways of HIV transmission and measures to prevent it
- Stigma and discrimination

### Real Life Stories from Tajikistan:

- The spots were building on real life stories in Tajikistan touching on some cultural specificities: wedding traditions, hospitableness, respect to the elders, Islamic traditions, etc.
- The spots also reflect upon some modern issues such as the return of migrants from other countries.
- A special effort was done on the music:
  - very popular music songs were used in the beginning and in the end of spots,
  - various lively sounds were also used (sounds of train, street, dancing, etc.) .

### Weaknesses of the project:

- The limited Coverage: only in the capital of the country
- The cost of broadcasting the radio spots. Even if prices were lower than usual, broadcasting was not free of charge, and had to be financed by the UN Joint HIV Advocacy Project.
- The non participation of the country's representatives. The initiative was totally that of an international organization.

### Key Achievements:

- Good feedback on the spots – specially from the young crowds
- First UNAIDS experience to work with a private company
- First ever example of HIV related radio spots broadcasted in Tajikistan
- Others media, including the State Radio, have also broadcasted the series of spots or have developed new spots.

For more information, please contact [Maria Boltaeva](#)